

NIKAI MORALES

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EXPERIENCE

Multimedia Producer

Truth & Consequences Studios

MAY 2024 – PRESENT

Philadelphia PA

- Working with agency partners and clients to conceptualize, estimate, execute projects for high-profile universities, brands, and consumer goods.
- Creating, maintaining, and reconciling project estimates and timelines; exceeding expected profit margins by finding creative budget solutions.
- Bidding and connecting network to provide innovative and fresh talent for each project.
- Creating production administrative documents (call sheets, budget templates, file organization, etc.) to keep projects moving efficiently.

Assistant Producer

Rolling Lemon Creative

APR. 2024 – JAN. 2025

Philadelphia PA

- Creating timelines, schedules and call sheets for both photography and video projects.
- Developing processes and forms for administrative management of Rolling Lemon Creative.
- Coordinating talent and crew to align for video productions for local non-profits in Philadelphia and Greater Pennsylvania.

Digital Media Marketer & Editor

Philadelphia Jewish Film & Media

SEPT. 2023 – PRESENT

Philadelphia PA

- Developing, designing, and editing flyers, brochures, and graphic design content for social media.
- Developing programming events and engagement efforts with Marketing Director; an event that I conceptualized has been ongoing since conception in 2023.
- Conceptualizing and editing film festival trailers based off of film selection and yearly theme.
- Managing social media accounts (Instagram, Facebook, LinkedIn) and reviewing related analytics.
- Improving audience reach and engagement through strategic planning. Grew Instagram engagement by 42% and Followers by 7% within a 6 month period.

EDUCATION

University of Delaware

Master of Arts, Communication

MAY 2023

Bachelor of Arts, Media Communication

MAY 2021

Minors: Advertising, Journalism

GPA: 3.79